



MISSION ADVANCEMENT INITIATIVES

External Affairs Committee

July 12, 2019



ACTION REQUESTED

No action is requested at this time. This item is for information and discussion only.

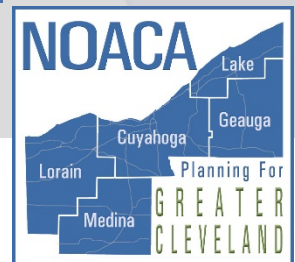
PREVIOUS ACTION

No previous action on this topic.

BACKGROUND

The division of External Engagement and Public Affairs will support the External Affairs Committee with the focus areas that were established and approved for 2019:

- Advocacy and outreach for federal, state and local priorities**
- Public Engagement (including areas of Environmental Justice)**
- Reestablishing relationships with local officials and legislative representatives, and community sector.**



BACKGROUND

The goals of this recommendation are to create a platform where:

- Narrative and strategic messaging will be advanced through dialogued, content messaging;
- Used to inform and influence the Agency's views, roles and responsibilities as an MPO;
- Grow our stakeholder audience and create a following to increase NOACA's exposure and relationship building throughout the region.



BACKGROUND

We presented to the NOACA Councils to request the development of a working committee to assist NOACA with devising a plan of action to:

- 1) Help us connect to businesses, organizations, government officials;**
- 2) Provide direction to facilitate ongoing engagements;**
- 3) Elevate our position and priorities**
- 4) Meetings are scheduled on July 22, 2019.**



BRAINSTORMING



LOCATION

**NOACA Offices
Conference Call**

GOALS

HAVE A PURPOSE

LEVERAGE OUR NETWORK

MAINTAIN ONGOING COMMUNICATION





PROVIDES GUIDANCE AND SUPPORT

BRIDGE NEW IDEAS AND STRATEGIC INITIATIVES

PROVIDES STRONGER LINK WITH BOTH LOCAL AND NATIONAL COMMUNITIES

BUILD PARTNERSHIPS

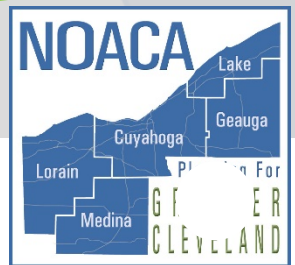
Support Legislative Needs



Help NOACA deliver mission and strategic plans to their network



Create Opportunities for partnerships



FINANCIAL IMPACT

There are no financial impacts.

DISCUSSION



NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

